

## VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*



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**FIRST-TIME VISITORS:** The number of first-time visitors in 2001 dropped 14.0 percent to comprise 38.9 percent of total arrivals (TABLE 2) to the State. The drop in first time visitors was larger than the drop in total visitors and was especially noticeable in the international market.

First-time visitors made up only 48.5 percent of the Japanese market and 40.8 percent of the Canadian market but comprised the majority of the smaller European (59.6%), Oceania (54.3%), Other Asia (68.4%) and Latin America (63.6%) markets (TABLES 20-24).

Most of the visitors purchased package tour accommodations while only 37.8 percent traveled as true independent. Close to 77 percent stayed in hotels. Oahu was the most popular destination among first-timers hosting 76.4 percent of the new visitors to the State. About 32 percent visited Maui, 17.9 percent visited the Big Island, and 15.9 percent visited Kauai.

First time visitors stayed the longest on Oahu (6.28 days), followed by Maui (5.75 days), the Big Island (5.61 days), Kauai (4.90 days), Lanai (3.53 days) and Molokai (3.02 days).

**REPEAT VISITORS:** Repeat visitors comprised 61.1 percent of total arrivals to the State. (TABLE 2). The majority of repeat visitors were from the U.S. West where nearly 76 percent reported that they have previously visited the islands (TABLE 11). Repeat visitors comprised 52.7 percent of arrivals from the U.S. East market (TABLE 13).

About 62 percent were independent travelers. Nearly 62 percent of the repeat visitors went to Oahu, 32.6 percent visited Maui, 19.3 percent came to the Big Island and 16.1 percent went to Kauai. The length of stay for repeat visitors increased for Oahu, Maui, Lanai, and the Big Island during the year. Repeat visitors stayed the longest on Maui (7.79 days), followed by Oahu (7.61 days), the Big Island (7.37 days), Kauai (6.98 days), Lanai (5.53 days) and Molokai (5.30 days).

Close to 61 percent of repeat visitors stayed in hotels, 20.2 percent stayed in condominiums, 11.0 percent stayed with friends and relatives and 6.5 percent stayed in timeshare properties. About 77 percent of them came back to Hawaii for vacation and pleasure.

**TABLE 33: First-Time Visitor Characteristics: 2001 vs. 2000**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	20,544,584	22,461,259	-8.5%	13,783,178	14,805,667	-6.9%	6,761,406	7,655,592	-11.7%
Total Visitors	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
<b>PARTY SIZE</b>									
One	467,939	502,946	-7.0%	321,586	344,546	-6.7%	146,353	158,400	-7.6%
Two	1,059,534	1,251,660	-15.3%	704,512	783,832	-10.1%	355,022	467,828	-24.1%
Three or more	924,495	1,095,751	-15.6%	426,628	437,596	-2.5%	497,867	658,155	-24.4%
Avg Party Size	2.06	2.12	-2.8%	1.86	1.85	0.5%	2.36	2.46	-4.0%
<b>VISIT STATUS</b>									
First-Time	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	589,927	1,010,728	-41.6%	183,760	219,005	-16.1%	406,167	791,723	-48.7%
Package	1,472,712	1,817,232	-19.0%	666,202	744,899	-10.6%	806,510	1,072,333	-24.8%
Group Tour & Pkg	537,572	944,777	-43.1%	152,608	179,090	-14.8%	384,964	765,688	-49.7%
True Independent	926,901	967,175	-4.2%	755,372	781,160	-3.3%	171,529	186,015	-7.8%
<b>ISLANDS VISITED</b>									
Oahu	1,873,639	2,191,624	-14.5%	946,277	1,007,622	-6.1%	927,361	1,184,002	-21.7%
Maui County	806,683	942,282	-14.4%	618,403	702,824	-12.0%	188,280	239,458	-21.4%
...Maui	791,861	926,734	-14.6%	608,076	690,494	-11.9%	183,785	236,241	-22.2%
...Molokai	28,768	25,465	13.0%	21,225	21,485	-1.2%	7,543	3,980	89.5%
...Lanai	33,529	33,549	-0.1%	28,824	29,002	-0.6%	4,705	4,546	3.5%
Kauai	389,920	429,787	-9.3%	309,588	328,563	-5.8%	80,332	101,224	-20.6%
Big Island	439,533	484,823	-9.3%	295,296	313,257	-5.7%	144,237	171,566	-15.9%
...Hilo	173,984	171,802	1.3%	122,523	117,587	4.2%	51,461	54,215	-5.1%
...Kona	379,144	412,508	-8.1%	254,670	269,228	-5.4%	124,474	143,280	-13.1%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.28	5.90	6.4%	6.90	6.73	2.4%	5.64	5.19	8.8%
Maui (days)	5.75	5.51	4.4%	6.09	6.12	-0.4%	4.62	3.74	23.5%
Molokai (days)	3.02	3.66	-17.4%	3.34	3.92	-14.9%	2.14	2.26	-5.4%
Lanai (days)	3.53	3.93	-10.2%	3.68	4.10	-10.2%	2.62	2.87	-8.6%
Kauai (days)	4.90	4.73	3.5%	5.34	5.39	-0.9%	3.19	2.61	22.2%
Big Island (days)	5.61	4.89	14.6%	5.71	5.72	-0.1%	5.38	3.37	59.6%
...Hilo (days)	3.06	3.06	0.0%	3.31	3.48	-4.7%	2.47	2.17	13.9%
...Kona (days)	5.04	4.46	13.0%	5.03	5.14	-2.1%	5.05	3.18	58.9%
Statewide (days)	8.38	7.88	6.3%	9.49	9.45	0.4%	6.77	5.96	13.5%
<b>ACCOMMODATIONS</b>									
Hotel	1,880,441	2,246,583	-16.3%	980,134	1,092,397	-10.3%	900,307	1,154,185	-22.0%
...Hotel Only	1,754,654	2,120,362	-17.2%	883,677	993,804	-11.1%	870,977	1,126,558	-22.7%
Condo	263,483	315,616	-16.5%	203,555	239,903	-15.2%	59,928	75,713	-20.8%
...Condo Only	213,060	254,259	-16.2%	163,894	192,453	-14.8%	49,166	61,805	-20.5%
Timeshare	100,624	89,655	12.2%	88,290	72,261	22.2%	12,334	17,394	-29.1%
...Timeshare Only	78,650	71,007	10.8%	69,758	55,995	24.6%	8,891	15,012	-40.8%
Apartment	26,739	28,680	-6.8%	20,309	21,332	-4.8%	6,430	7,347	-12.5%
Bed & Breakfast	29,706	34,849	-14.8%	24,855	26,838	-7.4%	4,850	8,010	-39.5%
Cruise Ship	71,936	50,371	42.8%	66,213	43,936	50.7%	5,723	6,435	-11.1%
Friends or Relatives	132,438	133,861	-1.1%	114,445	116,095	-1.4%	17,992	17,766	1.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,040,971	2,391,964	-14.7%	1,182,923	1,243,373	-4.9%	858,048	1,148,591	-25.3%
...Honeymoon	335,732	440,406	-23.8%	161,560	175,992	-8.2%	174,172	264,414	-34.1%
MC&I (Net)	164,040	230,825	-28.9%	116,203	167,771	-30.7%	47,837	63,054	-24.1%
...Convention/Conf.	96,186	141,023	-31.8%	71,608	111,163	-35.6%	24,577	29,860	-17.7%
...Corp. Meetings	32,049	42,931	-25.3%	23,278	31,708	-26.6%	8,771	11,223	-21.8%
...Incentive	37,803	49,744	-24.0%	22,477	26,725	-15.9%	15,326	23,020	-33.4%
Other Business	50,328	54,226	-7.2%	37,752	41,375	-8.8%	12,576	12,851	-2.1%
Visit Friends/Relatives	97,915	105,372	-7.1%	80,420	82,853	-2.9%	17,496	22,520	-22.3%
Government/Military	24,324	22,819	6.6%	16,519	17,807	-7.2%	7,805	5,012	55.7%
Attend School	10,700	7,860	36.1%	6,127	5,168	18.6%	4,572	2,692	69.9%

NA: Not available

Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2001 vs. 2000**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	37,903,898	39,259,891	-3.5%	29,324,028	30,373,920	-3.5%	8,579,869	8,885,971	-3.4%
Total Visitors	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
<b>PARTY SIZE</b>									
One	745,904	765,273	-2.5%	578,157	603,734	-4.2%	167,747	161,539	3.8%
Two	1,523,162	1,686,324	-9.7%	1,196,466	1,273,682	-6.1%	326,696	412,642	-20.8%
Three or more	1,582,757	1,646,641	-3.9%	996,972	1,003,546	-0.7%	585,785	643,095	-8.9%
Avg Party Size	2.06	2.07	-0.4%	1.94	1.93	0.6%	2.38	2.41	-1.4%
<b>VISIT STATUS</b>									
Repeat	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
Average # of Trips	6.43	6.28	2.5%	6.93	6.81	1.8%	5.15	5.01	2.9%
<b>TRAVEL METHOD</b>									
Group Tour	490,248	772,052	-36.5%	149,934	175,515	-14.6%	340,315	596,537	-43.0%
Package	1,410,043	1,591,664	-11.4%	706,535	790,425	-10.6%	703,509	801,239	-12.2%
Group Tour & Pkg	436,083	708,404	-38.4%	114,216	133,435	-14.4%	321,867	574,969	-44.0%
True Independent	2,387,614	2,442,925	-2.3%	2,029,343	2,048,458	-0.9%	358,272	394,468	-9.2%
<b>ISLANDS VISITED</b>									
Oahu	2,383,896	2,527,620	-5.7%	1,433,007	1,477,436	-3.0%	950,889	1,050,184	-9.5%
Maui County	1,297,795	1,362,384	-4.7%	1,067,557	1,131,807	-5.7%	230,238	230,577	-0.1%
...Maui	1,256,906	1,319,519	-4.7%	1,032,885	1,093,326	-5.5%	224,021	226,192	-1.0%
...Molokai	41,465	39,094	6.1%	31,087	34,087	-8.8%	10,377	5,007	107.3%
...Lanai	51,376	54,113	-5.1%	43,958	47,389	-7.2%	7,417	6,725	10.3%
Kauai	618,778	645,034	-4.1%	529,780	555,844	-4.7%	88,998	89,190	-0.2%
Big Island	742,019	783,142	-5.3%	573,319	612,099	-6.3%	168,700	171,042	-1.4%
...Hilo	213,361	198,392	7.5%	163,636	155,377	5.3%	49,725	43,014	15.6%
...Kona	648,637	688,893	-5.8%	501,331	540,635	-7.3%	147,305	148,257	-0.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.61	7.29	4.4%	8.23	8.06	2.1%	6.67	6.20	7.6%
Maui (days)	7.79	7.68	1.4%	8.16	8.10	0.8%	6.08	5.66	7.4%
Molokai (days)	5.30	6.06	-12.5%	6.17	6.50	-5.1%	2.70	3.05	-11.3%
Lanai (days)	5.53	5.19	6.6%	5.88	5.36	9.7%	3.44	3.96	-13.3%
Kauai (days)	6.98	7.07	-1.3%	7.43	7.49	-0.9%	4.30	4.44	-3.2%
Big Island (days)	7.37	7.24	1.8%	8.10	8.00	1.3%	4.89	4.51	8.3%
...Hilo (days)	4.92	4.91	0.1%	5.27	5.46	-3.5%	3.76	2.93	28.2%
...Kona (days)	6.80	6.76	0.5%	7.55	7.49	0.8%	4.23	4.10	3.3%
Statewide (days)	9.84	9.58	2.7%	10.58	10.54	0.4%	7.94	7.30	8.8%
<b>ACCOMMODATIONS</b>									
Hotel	2,353,286	2,584,457	-8.9%	1,503,620	1,606,953	-6.4%	849,666	977,504	-13.1%
...Hotel Only	2,134,226	2,356,505	-9.4%	1,329,362	1,429,868	-7.0%	804,864	926,637	-13.1%
Condo	778,533	854,081	-8.8%	617,695	689,138	-10.4%	160,839	164,944	-2.5%
...Condo Only	659,102	714,776	-7.8%	524,601	584,523	-10.3%	134,501	130,253	3.3%
Timeshare	251,325	203,661	23.4%	234,486	188,504	24.4%	16,838	15,157	11.1%
...Timeshare Only	197,494	156,754	26.0%	186,074	147,325	26.3%	11,419	9,429	21.1%
Apartment	46,429	54,981	-15.6%	38,860	40,310	-3.6%	7,570	14,671	-48.4%
Bed & Breakfast	41,194	44,912	-8.3%	35,182	38,744	-9.2%	6,012	6,168	-2.5%
Cruise Ship	63,808	40,632	57.0%	55,258	32,716	68.9%	8,550	7,915	8.0%
Friends or Relatives	425,301	418,136	1.7%	370,722	370,016	0.2%	54,579	48,120	13.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,982,648	3,162,456	-5.7%	2,091,024	2,130,935	-1.9%	891,624	1,031,520	-13.6%
...Honeymoon	164,048	207,688	-21.0%	91,694	103,852	-11.7%	72,354	103,836	-30.3%
MC&I (Net)	259,603	344,091	-24.6%	215,157	286,292	-24.8%	44,446	57,799	-23.1%
...Convention/Conf.	156,098	221,738	-29.6%	133,088	187,272	-28.9%	23,010	34,465	-33.2%
...Corp. Meetings	63,032	73,142	-13.8%	53,268	64,085	-16.9%	9,764	9,058	7.8%
...Incentive	44,013	53,209	-17.3%	31,239	38,151	-18.1%	12,774	15,058	-15.2%
Other Business	160,037	171,989	-6.9%	139,378	147,818	-5.7%	20,660	24,171	-14.5%
Visit Friends/Relatives	337,235	340,992	-1.1%	280,680	286,016	-1.9%	56,555	54,976	2.9%
Government/Military	56,837	60,946	-6.7%	43,436	43,524	-0.2%	13,401	17,422	-23.1%
Attend School	13,225	10,849	21.9%	8,235	7,634	7.9%	4,990	3,214	55.2%

NA: Not available

Source: DBEDT